

## AMENDMENTS TO CLAIMS

1. (original) A method for creating a computer file readable by a pagination program for generating an output, comprising:
  - accessing a computer database;
  - identifying a record stored in said computer database;
  - adding a field directive to said record, wherein said field directive contains an instruction to said pagination program directing how said pagination program will format said output;
  - retrieving said record from said computer database;
  - adding computer code to said record to create said computer file, wherein said computer code makes said computer file readable by said pagination program; and
  - transferring said computer file to said pagination program where said output can be generated.
2. (original) The method of Claim 1, further comprising:
  - identifying a first recipient of said output;
  - obtaining said first recipient's address information;
  - determining if said first recipient has a characteristic, said characteristic consisting of at least one of: a bad account, a closed account, a competitor, a prior recipient, a non-orderer, or an undesirable physical location;
  - terminating transfer of said output to said first recipient at said address if said first recipient has said characteristic; and
  - transferring said output to said first recipient if said first recipient does not have said characteristic.
3. (previously presented) A method for creating a computer file readable by a pagination program for generating an output, comprising:
  - accessing a computer database;
  - identifying a record stored in said computer database;
  - adding a field directive to said record, wherein said field directive contains an instruction to said pagination program directing how said pagination program will format said output;
  - retrieving said record from said computer database;

adding computer code to said record to create said computer file, wherein said computer code makes said computer file readable by said pagination program;  
transferring said computer file to said pagination program where said output can be generated;  
identifying a first recipient of said output;  
obtaining said first recipient's address information;  
determining a number of orders made by said first recipient;  
determining a monetary value of orders made by said first recipient;  
determining a recency of orders made by said first recipient;  
storing said number of orders;  
storing said monetary value of orders;  
storing said recency of orders;  
calculating a first set of statistics regarding said number of orders, monetary value of orders, and recency of orders; and  
determining whether to transfer said output to said first recipient based upon said first set of statistics.

4. (original) The method of Claim 3, further comprising:  
identifying a second recipient of said output;  
obtaining said second recipient's address information;  
determining a number of orders made by said second recipient;  
determining a monetary value of orders made by said second recipient;  
determining a recency of orders made by said second recipient;  
storing said number of orders made by said second recipient;  
storing said monetary value of orders made by said second recipient;  
storing said recency of orders made by said second recipient; and  
calculating a second set of statistics regarding said second recipient's number of orders, said second recipient's monetary value of orders, and said second recipient's recency of orders;  
ranking said first recipient versus said second recipient based upon said first and second sets of statistics; and

transferring said output to the higher ranked as between said first recipient and said second recipient.

5. (previously presented) A computer program having control logic stored therein, said control logic, when executed, enabling a computer to generate a computer file containing a record received from a computer database, add a field directive to said computer file, and convert said computer file to be compatible with a pagination program to develop an output, said control logic comprising:

accessing means for enabling said computer to access said record from said computer database;

coding means for identifying said record contained in said computer database;

coding means for adding at least one field directive, wherein said field directive provides an instruction to said pagination program directing how said pagination program will format said output;

coding means for converting said record into a computer file readable by said pagination program; and

coding means for transferring said computer file to said pagination program.

6. (original) The computer program of Claim 5 further comprising:

coding means to identify a first recipient of said output;

coding means to obtain said first recipient's address information;

coding means to determine if said first recipient has a characteristic, said characteristic consisting of at least one of: a bad account, a closed account, a competitor, a prior recipient, a non-orderer, or an undesirable physical location;

coding means to terminate transfer of said output to said first recipient at said address if said first recipient has said characteristic; and

coding means to transfer said output to said first recipient if said first recipient does not have said characteristic.

7. (previously presented) A computer program having control logic stored therein, said control logic, when executed, enabling a computer to generate a computer file containing a record received from a computer database, add a field directive to said computer file, and convert said computer file to be compatible with a pagination program to develop an output, said control logic comprising:

accessing means for enabling said computer to access said record from said computer database;

coding means for identifying said record contained in said computer database;

coding means for adding at least one field directive, wherein said field directive provides an instruction to said pagination program [to said pagination program] directing how said pagination program will format said output;

coding means for converting said record into a computer file readable by said pagination program;

coding means for transferring said computer file to said pagination program;

coding means to identify a first recipient of said output;

coding means to obtain said first recipient's address information;

coding means to determine a number of orders made by said first recipient;

coding means to determine a monetary value of orders made by said first recipient;

coding means to determine a recency of orders made by said first recipient;

coding means to store said number of orders;

coding means to store said monetary value of orders;

coding means to store said recency of orders;

coding means to calculate a first set of statistics regarding said number of orders, monetary value of orders, and recency of orders; and

coding means to determine whether to transfer said output to said first recipient based upon said statistics.

8. (original) The computer program of Claim 7, further comprising:
 

coding means to identify a second recipient of said output;

coding means to obtain said second recipient's address information;

coding means to determine a number of orders made by said second recipient;

coding means to determine a monetary value of orders made by said second recipient;

coding means to determine a recency of orders made by said second recipient;

coding means to store said number of orders made by said second recipient;

coding means to store said monetary value of orders made by said second recipient;

coding means to store said recency of orders made by said second recipient; and

coding means to calculate a second set of statistics regarding said second recipient's number of orders, said second recipient's monetary value of orders, and said second recipient's recency of orders;

coding means to rank said first recipient versus said second recipient based upon said first and second sets of statistics; and

coding means to transfer said output to the higher ranked as between said first recipient and said second recipient.

9. (previously presented) A method for converting at least two records stored in a computer database into a computer file readable by a pagination program, by:

finding and retrieving a first record and a second record, each contained in said computer database;

adding a first field directive to said first record and a second field directive to said second record that will act as instructions to said pagination program to create a desired output;

generating said computer file from said records;

adding computer code to said computer file so as to make said computer file readable by said pagination program; and

transferring said computer file to said computer pagination program.

10. (Currently Amended) A computer-readable medium containing instructions for controlling a computer system for converting at least two records stored in a computer database into a computer file readable by a pagination program, by:

using instructions in said computer readable medium to control said computer system to find and retrieve said records contained in said computer database to be converted into said computer file readable by said pagination program;

adding computer code to said records in order that said computer file will have a desired output;

generating said computer file from said records;

analyzing said records to determine when all said records have been obtained from said computer database; and

when it is determined all records have been obtained, exporting said computer file to said computer pagination program.

11. (previously presented) An article of manufacture comprising:

a computer useable medium having computer readable program code means embodied therein for converting information stored in a computer database into a computer file

readable by a computer pagination program, the computer readable program code means in said article of manufacture comprising:

computer readable program code means for causing the selection of records to be converted contained in said computer database;

computer readable program code means for causing the sampling said computer database a number of times to obtain said records;

computer readable program code means for causing the adding of computer code to said records in order that said computer file will have a desired output;

computer readable program code means for causing the generation of said computer file from said records;

computer readable program code means for causing the analyzing of said records to determine when all said records have been obtained from said computer database; and

computer readable program code means for causing the exportation of said computer file to said computer pagination program.

12. (Canceled)

13. (previously presented) A method of converting a record of a first product stored in a computer database into a computer file readable by a pagination program, comprising:

controlling a computer system to create a file template;

controlling said computer program to select said record of said first product from among multiple product records stored in said computer database;

using said file template to add a field directive to said record of said first product, said field directive containing instructions used by said pagination program for formatting an output;

adding computer code to said record of said first product in order to create a computer file that is readable by said pagination program;

transferring said computer file to said pagination program;

said file template further comprising:

a first field directive containing Aframe information, wherein said Aframe information comprises a computer file name of an image stored in said

database and associated with said first product, a computer path to said image, and an Aframe identification code;

a second field directive containing table information, wherein said table has instruction used by said pagination program to set the number of columns of said output, the widths of each of said columns, the contents of a header of each of said columns, the contents of a row, a subheading title, closing tags for said table, and a table identification code; and

a third field directive containing text flow information, wherein said text flow information comprises said first product's manufacturer, said first product's group, said first product's subheading, said first product's sales point, said first product's features, said first product's Aframe identification code, and said first product's table identification code.

14. (original) The method of Claim 13, further comprising:

adding said first field directive, said second field directive, and said third field directive to each of a group of records of at least 20 products stored in said computer database and converting said group of records into a computer file readable by said pagination program.

15. (canceled)

16. (original) A computer-readable medium containing instructions for controlling a computer system for adding field directives to a record of a product stored in a computer database readable by a pagination program, by:

controlling said computer system to create a file template, wherein said file template contains:

a first field directive containing Aframe information, wherein said Aframe information comprises a file name of an associated image stored in said database, a path to said associated image, and an Aframe identification code;

a second field directive containing table information, wherein said table information comprises a number of columns of said output, widths of each of said columns, contents of a header of each of said columns, contents of a row, a subheading title, closing tags for said table, and a table identification code; and

a third field directive containing text flow information, wherein said text flow information comprises said product's manufacturer, said product's group, said product's subheading, said product's sales point, said product's features, said product's Aframe identification code, and said product's table identification code;

controlling said computer program to select said record;

using said file template to add said first field directive, said second field directive, and said third field directive to said record;

controlling said computer system to select said record contained in said computer database to be converted;

adding computer code to said records in order that said computer file will be readable by said pagination program; and

transferring said computer file to said pagination program.

17. (previously presented) A method for creating a computer file readable by a pagination program for generating an output, comprising:

accessing a computer database;

identifying a record stored in said computer database;

adding a field directive to said record, wherein said field directive contains an instruction to said pagination program directing how said pagination program will format said output;

retrieving said record from said computer database;

adding computer code to said record to create said computer file, wherein said computer code makes said computer file readable by said pagination program;

transferring said computer file to said pagination program where said output can be generated; and

generating said output, wherein said output is a printed document.

18. (previously presented) The method of Claim 17, further comprising:

identifying a first recipient of said output;

obtaining said first recipient's address information;



determining if said first recipient has a characteristic, said characteristic consisting of at least one of: a bad account, a closed account, a competitor, a prior recipient, a non-orderer, or an undesirable physical location;  
terminating transfer of said output to said first recipient at said address if said first recipient has said characteristic; and  
transferring said output to said first recipient if said first recipient does not have said characteristic.

19. (previously presented) A computer program having control logic stored therein, said control logic, when executed, enabling a computer to generate a computer file containing a record received from a computer database, add a field directive to said computer file, and convert said computer file to be compatible with a pagination program to develop an output, said control logic comprising:

accessing means for enabling said computer to access said record from said computer database;

coding means for identifying said record contained in said computer database;

coding means for adding at least one field directive, wherein said field directive provides an instruction to said pagination program directing how said pagination program will format said output and wherein said output is a printed document;

coding means for converting said record into a computer file readable by said pagination program; and

coding means for transferring said computer file to said pagination program.

20. (previously presented) The computer program of Claim 19, further comprising:

coding means to identify a first recipient of said output;

coding means to obtain said first recipient's address information;

coding means to determine if said first recipient has a characteristic, said characteristic consisting of at least one of: a bad account, a closed account, a competitor, a prior recipient, a non-orderer, or an undesirable physical location;

coding means to terminate transfer of said output to said first recipient at said address if said first recipient has said characteristic; and

coding means to transfer said output to said first recipient if said first recipient does not have said characteristic.

21. (previously presented) A method for creating a computer file readable by a pagination program for generating an output, comprising:

accessing a computer database;

selecting a first record stored in said computer database, said first record regarding a first product;

retrieving said first record from said computer database;

selecting a second record stored in said computer database, said second record regarding a second product;

retrieving said second record from said computer database;

adding field directives to said first and second records, said field directives creating a final layout of said output;

adding computer code to said first and second records to create said computer file, wherein said computer code makes said computer file readable by said pagination program; and

transferring said computer file to said pagination program where said output can be generated.

22. (previously presented) The method of Claim 21, wherein said field directives cause information from said first record to appear on a single page of said output.

23. (previously presented) The method of Claim 21, wherein said computer file may be used to generate either print or electronic output.

24. (Currently Amended) A method for creating a computer file readable by a pagination program for generating an output, comprising:

accessing a computer database;

selecting a first record of a product stored in said computer database, said first record comprising:

said product's image information, wherein said image information comprises at least one of: ~~an said~~ associated image, a file name of said associated image, a path to said associated image, and an identification code;

said product's first feature;

retrieving said first record from said computer database;

selecting a second record of said product stored in said computer database, said second ~~first~~ record comprising:  
said product's image information, wherein said image information comprises at least one of: said associated image, a file name of said associated image, a path to said associated image, and an identification code;  
said product's second feature;  
retrieving said second record from said computer database;  
adding computer code to said first and second records to create said computer file, wherein said code causes said associated image to be related in said output with both of said product's first and second features;  
said computer file readable by said pagination program;  
transferring said computer file to said pagination program where said output can be generated.